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Consultants for the Tennis Industry

[www.mcmahonassociatesconsulting.com](http://www.mcmahonassociatesconsulting.com)  
(404) 271-3088



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## **Job Seeking Advice from a Successful CEO**

***Jim Geiger is the CEO of Cbeyond, a telecom service provider. The company is poised to add 600 jobs at its Atlanta, GA headquarters in the next few months. Jim offers his tips below for job-seekers in today's economy.***

The clients of McMahon & Associates are clubs in search of exceptional talent as their next Tennis Director...someone who can advance the program to the next level. Even if you are one of the best, getting an interview and then handling the interview successfully can be full of pot-holes.

McMahon & Associates advises prospective candidates to the extent possible, to present their expertise to an interviewer as honestly and openly as possible however there is only so much that "coaching" can do to help. It is often said that landing your next position is a process, not a project. The following ideas from Jim Geiger suggests that this is true and in our opinion Jim's tips are as applicable for tennis professionals seeking a great Director of Tennis position as they are to a sales professional searching for a great position within the telecom or technology industry.

**The world's bigger than you** – showcase your dedication to community service and volunteerism as a way to stand out and define your personal brand.

**Leverage Social Networks** – Before an interview review the profile(s) of the interviewer(s) you'll meet on one of the social networks such as LinkedIn or Facebook. This way you will be able to make strong connections during the interview.

**Be Prepared** – Read everything you can find about the club or company and talk with as many people as possible about the past and existing circumstances surrounding the position. Understand the club's business strategy and well as issues or opportunities it faces. Come to an interview with hard-hitting questions that illustrate your understanding.

**Make sure you fit** – Every club has a distinct culture. Consider your compatibility and be disciplined and passionate in your selection. Getting a job isn't the most important thing, getting the right job is.

**Stay current** – Demonstrate that you are current in your field. Study and care enough to formulate your own ideas and conclusions. A strong point of view is normally attractive to the person hiring.

**Say thanks twice – Immediately** – Send a thank you note in both hand-written form (yes, actually put pen to note-card) and via email. Include a reference to something unique to each interviewer or committee member you spoke with that references your conversation.

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[www.mcmahonassociatesconsulting.com](http://www.mcmahonassociatesconsulting.com)  
[m.mcmahon@earthlink.net](mailto:m.mcmahon@earthlink.net)